Transcript

Design in a nutshell: Bauhaus

Voiceover:
Bauhaus was one of the most definitive design movements of the modern age, reaching its peak between the two world wars.

The word Bauhaus, loosely translated from German, means House of Construction, or School of Building.

Bauhaus was a new type of art school. Historically, European art academies taught each design subject separately.

The Bauhaus offered foundation training in many art and design disciplines. They believed in variety. Understanding mass production was part of the curriculum and the school sought to develop students who could unify art with craft while embracing new technology.

It was also the beginning of the art school as an alternative way of life. Germany at that time was a pretty conservative place.

And before the Nazis said NEIN! to the Bauhaus, it was arguably the most celebrated art school in the world.

Bauhaus thinkers believed the world needed to be fundamentally re-thought.
Unnecessary ornamentation was out, minimalism was in.

Good design required simplicity and geometric purity.

One of the best known icons of Bauhaus design is the cantilevered chair.

Designed by someone named Breuer, it was inspired by the steel tubes of his bicycle, and ultimately led to the first lightweight, mass-produced metal chair.

Despite his success, Breuer concluded that eventually chairs would become obsolete, and everyone would soon be sitting on supportive columns of air.

Bauhaus was all about innovation, and inspiration.
Nowadays, Bauhaus influences can be seen everywhere, from road signs and graphic design, to big windows and even bigger buildings.

In architecture, the International Style, as it became known, influenced skylines the world over.

Bauhaus was about ideas, reform, exploration and vitality.
About making more tidy sense of the rapidly evolving world around us.
And giving us more cool stuff for our apartments!

How Bauhaus is your house?